Medicom Health
an UNLOCK company

CONVERT <u>WEB</u> VISITS INTO <u>CARE</u> VISITS!

Heart Health Assessment

MOUNT GENERAL MEMORIAL HOSPITAL
M I N N E A P O L I S

How healthy is your heart?
What puts you at risk?
Find out in 3 minutes.

ACQUIRE PATIENTS • GROW SERVICE LINES • BUILD BRAND
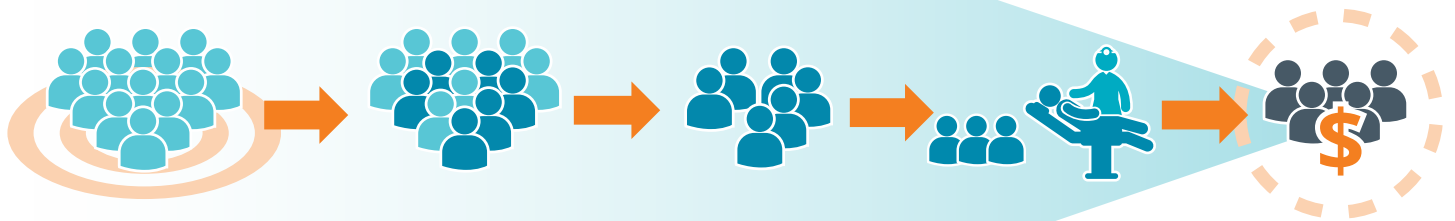
Our award-winning Health Risk Assessments (HRAs) help you:

▶ **Identify at-risk populations** through user-provided health data

▶ **Engage motivated, at-risk consumers** and connect them with your healthcare providers

▶ **Acquire new patients** who are most in need of your services

Patient Acquisition & Retention

Attract new and underserved patients through the collection of more than 100 points of consumer-provided data relating to health, lifestyle, and demographics.

Engage consumers with our mobile-optimized platform that provides individualized health reports detailing health risks. Your unique calls to action, messaging, and branding will drive highly-motivated consumers to your healthcare providers.

Convert unknown web visitors into known patients by using collected health data for highly personalized messaging, such as custom emails based on risk level, insurance type, or other criteria, directly sent through our platform.

Patients and non-patients have health concerns yet have not sought treatment for many different reasons, though they are primed for engagement

Consumers may seek or come across HRAs related to their health concerns, and trust them because they come from local healthcare providers

Identification and segmentation allows healthcare providers to tailor messaging and recommended next steps to educated ears

Motivated users follow up on calls to action with screenings, procedures or other intervention or nurturing

Positive outcomes for the individuals (timely treatment), the physicians (more procedures), and health system (revenue & market share)
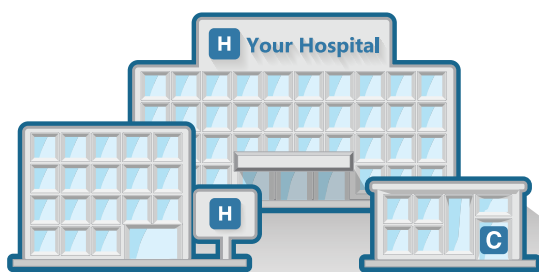
More information at: **www.medicomhealth.com/hras/heart-health-hra**

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ENHANCE CARE. IMPROVE POPULATION HEALTH. REDUCE COSTS.

All 18 of our Health Risk Assessments are intuitive, mobile-friendly web apps.

They are effective at segmenting and engaging consumers who are at risk for certain health conditions.

▶ **Leverage social networking** through targeted Facebook campaigns and embedded HRAs.

▶ **Easily monitor the success of your campaigns** through the platform's comprehensive, built-in tracking and analytics portal.

▶ **Simplify personalized follow-up nurturing** with more than 100 points of consumer-provided health data per profiler completion.

Medicom Health provides online, evidence-based health assessments and trackers designed to help clients meet consumer engagement, patient acquisition, and revenue goals.

Our platform allows leading health systems to collect consumer-provided health data, stratify users, and connect with at-risk consumers through tailored emails and integrations with marketing and clinical workflows.

HEALTH RISK ASSESSMENTS

Cardiovascular
▶ Heart Health
▶ Stroke
▶ PAD

Oncology
▶ Breast Cancer *(2 versions)*
▶ Prostate Cancer
▶ Colorectal Cancer
▶ Lung Cancer

Orthopedics
▶ Knee & Hip
▶ Back & Neck Pain

Weight Management
▶ Weight-Loss Surgery
▶ Healthy Weight-Range

Pulmonology
▶ Sleep Apnea

Behavioral Health
▶ Depression
▶ Anxiety & Stress

Internal Medicine
▶ Diabetes
▶ Acid Reflux
▶ Bladder Control

Learn more at **www.medicomhealth.com**

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